

#### **USDA Weekly Retail Chicken Feature Activity**

Fri. Nov 29, 2013

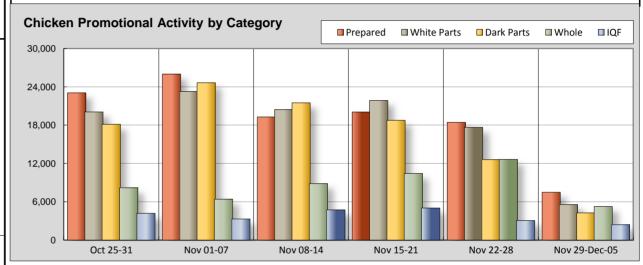
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/29 thru 12/05.

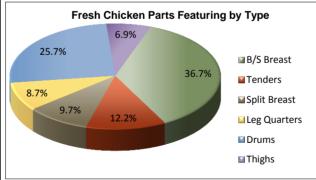
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

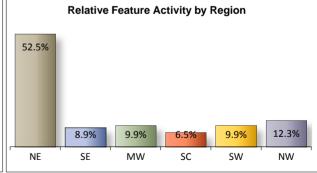
|   | NATIONAL SUMMARY |                      |                        |          |              |         |                  |        |  |  |  |  |  |  |
|---|------------------|----------------------|------------------------|----------|--------------|---------|------------------|--------|--|--|--|--|--|--|
|   |                  |                      |                        |          |              |         |                  |        |  |  |  |  |  |  |
|   |                  |                      | THIS V                 | VEEK     | LAST \       | NEEK    | LAST YEAR        |        |  |  |  |  |  |  |
|   | _                | eature Rate 1/       | 35.8% of               | f 23,200 | 78.6% of     | 23,200  | 39.7% of         | 22,500 |  |  |  |  |  |  |
|   | Г                | eature Nate          | outl                   | ets      | outl         | ets     | outlets          |        |  |  |  |  |  |  |
| Special Rate 4/ Activity Index 2/ WHOLE BIRD: | 2.2              | 2%                   | 6.1                    | %        | 2.6%         |         |                  |        |  |  |  |  |  |  |
|   |                  |                      | 25,0                   |          | 64,5         | 510     | 22,9             | 70     |  |  |  |  |  |  |
|   | WH               | OLE BIRD:            | Stores <sup>/3</sup> V | Vtd Avg  | Stores /3 \  | Wtd Avg | Stores /3 Wtd Av |        |  |  |  |  |  |  |
|   |                  | bagged fryer         | 1,700                  | 1.20     | 2,460        | 1.16    | 770              | 1.12   |  |  |  |  |  |  |
| cut-up fryer                                  |                  |                      | 630                    | 1.48     | 510          | 1.50    | 1,360            | 1.10   |  |  |  |  |  |  |
|   |                  | bagged roaster       | 2,080                  | 1.37     | 5,660        | 1.37    | 1,540            | 1.17   |  |  |  |  |  |  |
|   |                  | Cornish (frs/frz)    | 850                    | 2.15     | 4,010        | 2.28    | 1,230            | 2.23   |  |  |  |  |  |  |
|   | PAF              | RTS:                 |                        |          |              |         |                  |        |  |  |  |  |  |  |
|   | Bnls             | s/Sknls Breast       |                        |          |              |         |                  |        |  |  |  |  |  |  |
|   |                  | regular pack         | 1,600                  | 2.76     | 5,980        | 2.71    | 1,530            | 3.03   |  |  |  |  |  |  |
|   |                  | value pack           | 1,420                  | 2.39     | 3,380        | 2.44    | 1,450            | 2.23   |  |  |  |  |  |  |
|   |                  | thin sliced          | 260                    | 3.70     | 1,480        | 3.52    | 1,840            | 4.02   |  |  |  |  |  |  |
|   |                  | marinated            |                        |          |              |         | 180              | 3.05   |  |  |  |  |  |  |
|   | Brea             | ast Tenders          |                        |          |              |         |                  |        |  |  |  |  |  |  |
|   |                  | regular pack         | 490                    | 3.12     | 2,380        | 3.16    | 1,060            | 3.31   |  |  |  |  |  |  |
|   |                  | value pack           | 600                    | 2.71     | 200          | 2.62    | 50               | 2.28   |  |  |  |  |  |  |
|   | Spli             | t, bn-in Breast      |                        |          |              |         |                  |        |  |  |  |  |  |  |
|   |                  | regular pack         | 460                    | 1.88     | 1,690        | 1.86    | 730              | 1.21   |  |  |  |  |  |  |
|   |                  | value pack           | 410                    | 1.61     | 900          | 1.58    | 890              | 1.72   |  |  |  |  |  |  |
|   |                  | ole Wings            | 320                    | 2.05     | 1,660        | 2.30    | 200              | 2.29   |  |  |  |  |  |  |
|   | Leg              | Quarters             |                        |          |              |         |                  |        |  |  |  |  |  |  |
|   |                  | tray pack            | 620                    | 0.92     | 1,390        | 1.06    | 330              | 1.03   |  |  |  |  |  |  |
|   |                  | bagged               | 160                    | 0.95     | 1,450        | 0.60    | 160              | 0.60   |  |  |  |  |  |  |
|   | Leg<br>Thig      |                      | 170                    | 0.96     | 320          | 1.20    | 50               | 1.39   |  |  |  |  |  |  |
|   | 11116            | regular pack         | 440                    | 1.39     | 1,680        | 1.61    | 700              | 1.24   |  |  |  |  |  |  |
|   |                  | value pack           | 180                    | 1.05     | 1,690        | 1.46    | 930              | 1.24   |  |  |  |  |  |  |
|   | Dru              | msticks              | 100                    | 1.00     | 1,000        | 1.10    | 000              | 1.20   |  |  |  |  |  |  |
|   |                  | regular pack         | 630                    | 1.20     | 1,850        | 1.53    | 820              | 1.21   |  |  |  |  |  |  |
|   |                  | value pack           | 1,670                  | 1.15     | 2,600        | 1.28    | 980              | 1.20   |  |  |  |  |  |  |
|   | Bnls             | s/Sknls Thighs       |                        |          |              |         |                  |        |  |  |  |  |  |  |
|   |                  | regular pack         | 390                    | 2.51     | 1,040        | 2.21    | 320              | 2.84   |  |  |  |  |  |  |
|   |                  | value pack           | 10                     | 1.99     | 590          | 2.59    |                  |        |  |  |  |  |  |  |
|   | -                | Combos               |                        |          |              |         |                  |        |  |  |  |  |  |  |
| drum-thigh-breast                             |                  |                      |                        |          |              |         | =                |        |  |  |  |  |  |  |
|   |                  | drum-thigh-wing      | 10                     | 1.48     | 80           | 0.98    | 110              | 1.19   |  |  |  |  |  |  |
|   |                  | B/S Breast           | 1,680                  | 2.42     | 950          | 2.56    | 770              | 2.41   |  |  |  |  |  |  |
|   | គ្គ              | Tenders              | 100                    | 2.62     | 670          | 2.59    | 290              | 2.48   |  |  |  |  |  |  |
|   | "                | Wings<br>Party Wings | 630                    | 2.33     | 1,000<br>440 | 2.33    | 220              | 2.48   |  |  |  |  |  |  |
|   |                  | Party winds          |                        |          | 440          | 2.42    |                  |        |  |  |  |  |  |  |

This Week's Chicken Feature Highlights

In traditional fashion featuring of retail chicken is significantly lower following the Thanksgiving holiday. Many retailers hold tight this week as the holiday passes. Ads featuring 'no price' incentives are less visible. Offers in all sectors decrease while B/S breast in IQF and specialty items pick up the pace. In the next few weeks as preparations for the remainder of the winter holidays continues retailers will have to work hard to maintain a steady presence amongst other heavily promoted holiday protein items.







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported chicken item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



## **USDA Weekly Retail Chicken Feature Activity**

Fri. Nov 29, 2013

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/29 thru 12/05. (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

|  |                          |                 | NORTHEAST U         | .S.        |              |                  | SOUTHEAST U        | .S.                            | MIDWEST U.S.           |                  |                 |          |           |  |  |  |  |
|--|--------------------------|-----------------|---------------------|------------|--------------|------------------|--------------------|--------------------------------|------------------------|------------------|-----------------|----------|-----------|--|--|--|--|
|  |                          | (CT,DE,M        | A,MD,ME,NH,NJ,N     | IY,PA,RI,V | T)           | (AL,FL,          | ,GA,MS,NC,SC,TN    | I,VA,WV)                       |                        | (IA,IL,IN,I      | KY,MI,MN,ND,NE, | OH,SD,WI | OH,SD,WI) |  |  |  |  |
| Feature Rate 1/ 81.4% of 4,600 sampled outlets |                          |                 |                     |            | 31.1%        | of 6,100 sampled | doutlets           | 29.5% of 4,200 sampled outlets |                        |                  |                 |          |           |  |  |  |  |
|  | ecial Rate 4/            | 5.6% of s       | tores w/ no-price   | promotion  | ıs           | 0.0% of st       | tores w/ no-price  | promotio                       | 0.6% of st             | ores w/ no-price | promotion       | ns       |           |  |  |  |  |
| Acti   | vity Index 2/            |                 | ctivity Index = 11  | •          |              |                  | ctivity Index = 1, |                                | Activity Index = 2,000 |                  |                 |          |           |  |  |  |  |
|  | •                        | Price Range     | •                   | Stores V   | Vtd Avg      | Price Range      | ·                  | Stores                         | Wtd Avg                | Price Range      | ·               | Stores \ | Wtd Avg   |  |  |  |  |
| WHOLE BIRD:                                    |                          |                 |                     | 4          | ./           |                  |                    |                                | 4/                     |                  |                 | 4        | 1/        |  |  |  |  |
|  | bagged fryer             | 0.98 - 1.69     |                     | 1,430      | 1.24         | 0.98 - 1.18      |                    | 140                            | 1.04                   | 0.99 - 1.19      |                 | 50       | 1.08      |  |  |  |  |
|  | cut-up fryer             | 1.49            |                     | 520        | 1.49         | 1.29 - 1.49      |                    | 90                             | 1.44                   | 1.49             |                 | 20       | 1.49      |  |  |  |  |
|  | bagged roaster           | 0.98 - 1.59     |                     | 1,780      | 1.37         | 1.29 - 1.49      |                    | 230                            | 1.33                   | 1.29 - 1.59      |                 | 60       | 1.40      |  |  |  |  |
|  | Cornish (frs/frz)        | 0.99 - 2.79     |                     | 390        | 1.97         | 1.99 - 2.54      |                    | 160                            | 2.43                   | 2.15 - 2.56      |                 | 290      | 2.24      |  |  |  |  |
| PARTS:   |                          | Processor Brand | Store Brand         | Stores V   | Vtd Avg      | Processor Brand  | Store Brand        | Stores                         | Wtd Avg                | Processor Brand  | Store Brand     | Stores \ | Wtd Avg   |  |  |  |  |
| Bnls/Skn                                       | ls Breast                |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
|  | regular pack             | 2.99 - 4.99     | 1.78 - 2.99         | 940        | 3.02         |                  | 1.94 - 1.99        | 100                            | 1.99                   |                  | 1.79 - 3.98     | 130      | 2.53      |  |  |  |  |
|  | value pack               | 3.49            | 1.69 - 2.99         | 980        | 2.46         |                  | 1.59 - 2.99        | 210                            | 2.00                   |                  | 1.33 - 2.33     | 100      | 1.87      |  |  |  |  |
|  | thin sliced              | 3.49 - 4.99     | 2.69 - 3.99         | 240        | 3.72         |                  |                    |                                |                        |                  | 3.49            | 20       | 3.49      |  |  |  |  |
|  | marinated                |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
| Breast To                                      |                          |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
|  | regular pack             |                 | 2.49 - 3.99         | 410        | 3.14         |                  | 2.69 - 3.29        | 40                             | 3.05                   |                  |                 |          |           |  |  |  |  |
| value pack                                     |                          |                 | 1.99 - 2.99         | 520        | 2.78         |                  | 1.99               | 70                             | 1.99                   | 3.88             |                 | 10       | 3.88      |  |  |  |  |
| Split, bn-in Breast                            |                          | 4 00 0 40       |                     | 000        | 0.00         |                  | 4.00               |                                | 4.00                   |                  | 4.50            |          | 4.50      |  |  |  |  |
| regular pack                                   |                          | 1.89 - 3.49     | 0.00 4.00           | 220<br>330 | 2.39         |                  | 1.29<br>1.99       | 30                             | 1.29                   |                  | 1.59            | 60       | 1.59      |  |  |  |  |
| Whole W  | value pack               |                 | 0.98 - 1.99<br>2.49 | 160        | 1.62<br>2.49 |                  | 1.99               | 20<br>10                       | 1.99<br>1.69           |                  |                 |          |           |  |  |  |  |
| Leg Quai                                       | •                        |                 | 2.49                | 100        | 2.49         |                  | 1.09               | 10                             | 1.09                   |                  |                 |          |           |  |  |  |  |
| _0g  | tray pack                | 0.79 - 1.29     | 0.59 - 1.29         | 460        | 1.00         |                  |                    |                                |                        |                  | 0.89            | 20       | 0.89      |  |  |  |  |
|  | bagged                   |                 | 1.29                | 40         | 1.29         |                  | 0.69 - 1.29        | 30                             | 1.10                   | 0.89             |                 | 20       | 0.89      |  |  |  |  |
| Legs   |                          | 0.99            | 0.49                | 140        | 0.95         |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
| Thighs   |                          |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
|  | regular pack             | 0.99 - 2.49     | 1.19 - 1.39         | 260        | 1.46         |                  |                    |                                |                        |                  | 0.99 - 1.39     | 180      | 1.30      |  |  |  |  |
|  | value pack               |                 |                     |            |              |                  | 0.99               | 70                             | 0.99                   |                  | 0.99            | 20       | 0.99      |  |  |  |  |
| Drumstic                                       | -                        |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
|  | regular pack             | 0.99 - 2.49     | 0.89 - 1.39         | 270        | 1.43         |                  | 0.00               | 70                             | 0.00                   |                  | 0.99 - 1.39     | 180      | 1.30      |  |  |  |  |
| Rnie/Skn                                       | value pack<br>Ils Thighs |                 | 0.69 - 1.59         | 1,460      | 1.17         |                  | 0.99               | /0                             | 0.99                   |                  | 0.99            | 20       | 0.99      |  |  |  |  |
| DIIIS/SKII                                     | regular pack             |                 | 3.49                | 160        | 3.49         |                  |                    |                                |                        |                  | 2.84            | 10       | 2.84      |  |  |  |  |
|  | value pack               |                 | 0.10                | 100        | 0.10         |                  |                    |                                |                        |                  | 2.01            |          | 2.0 .     |  |  |  |  |
| 9-pc Con                                       | •                        |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
| . (  | drum-thigh-breast        |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
|  | drum-thigh-wing          |                 | 1.48                | 10         | 1.48         |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |
|  | B/S Breast               |                 | 1.99 - 2.39         | 300        | 2.38         |                  | 1.99 - 2.39        | 320                            | 2.36                   | 2.79             | 1.59 - 2.39     | 480      | 2.38      |  |  |  |  |
| Ā  | Tenders                  |                 | 2.39                | 20         | 2.39         |                  |                    |                                |                        | 2.79             | 2.19            | 80       | 2.67      |  |  |  |  |
| П  | Wings                    | 2.60            | 1.66 - 2.79         | 350        | 2.55         |                  | 1.39 - 1.66        | 30                             | 1.59                   |                  | 1.66 - 2.33     | 250      | 2.10      |  |  |  |  |
|  | Party Wings              |                 |                     |            |              |                  |                    |                                |                        |                  |                 |          |           |  |  |  |  |



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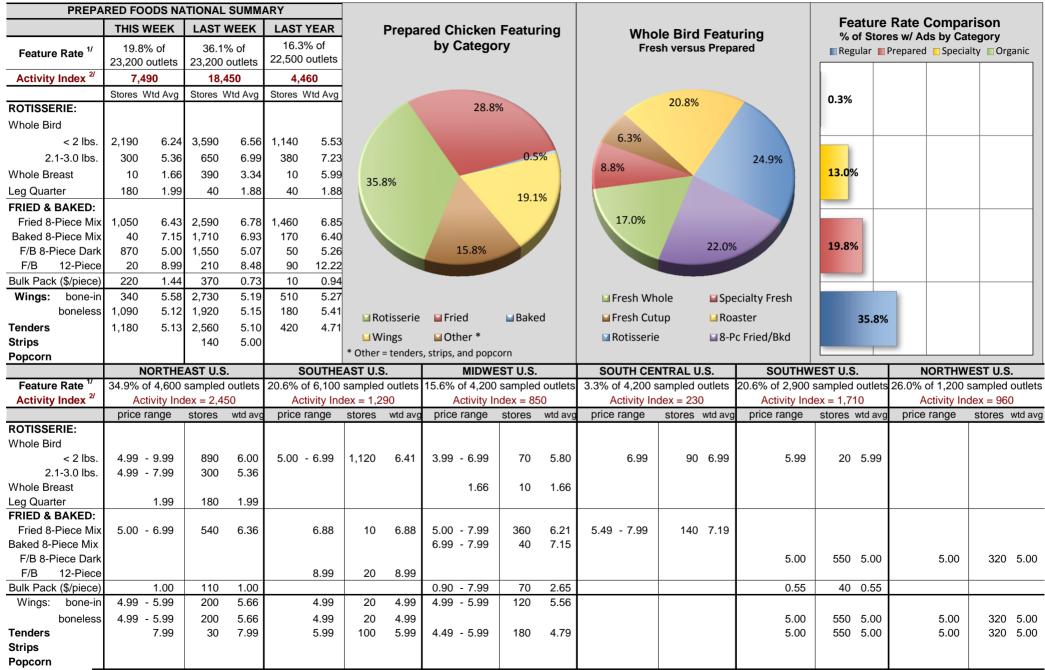
|                                       | SC              | OUTH CENTRAL        | . U.S      |              | 5               | SOUTHWEST U                | .S.      | NORTHWEST U.S. |   |             |          |         |  |  |
|---------------------------------------|-----------------|---------------------|------------|--------------|-----------------|----------------------------|----------|----------------|---|-------------|----------|---------|--|--|
|                                       | (AR,AZ,0        | CO,KS,LA,MO,NM      | OK,TX,UT   | ·)           |                 | (CA,HI,NV)                 |          |                | (AK,ID,MT,OR,WA,WY)   |             |          |         |  |  |
| Feature Rate 1/                       |                 | of 4,200 sample     |            | ,            | 16.8%           | of 2,900 sample            | doutlets |                | 16.8% of 1,200 sampled outlets                              |             |          |         |  |  |
| Special Rate 4/                       |                 | tores w/ no-price   |            | ns           |                 | ores w/ no-price           |          | าร             | 0.0% of stores w/ no-price promotions  Activity Index = 200 |             |          |         |  |  |
| Activity Index 2/                     |                 | Activity Index = 1, | -          |              |                 | Activity Index = 5         | -        |                |   |             |          |         |  |  |
|                                       | Price Range     |                     | Stores     | Wtd Avg      | Price Range     | , i                        | Stores V | Vtd Avg        | Price Range   | , i         | Stores \ | Ntd Avg |  |  |
| WHOLE BIRD:                           | _               |                     | 4          | 1/           |                 |                            | 4        | ·/             |   |             | 4        | ·/      |  |  |
| bagged frye                           | 0.99            |                     | 10         | 0.99         | 0.79 - 1.29     |                            | 70       | 0.92           |   |             |          |         |  |  |
| cut-up frye                           | •               |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| bagged roaster                        | 1.49            |                     | 10         | 1.49         |                 |                            |          |                |   |             |          |         |  |  |
| Cornish (frs/frz                      | 2.52            |                     | 10         | 2.52         |                 |                            |          |                |   |             |          |         |  |  |
| PARTS:                                | Processor Brand | Store Brand         | Stores     | Wtd Avg      | Processor Brand | Store Brand                | Stores V | Vtd Avg        | Processor Brand   | Store Brand | Stores \ | Ntd Avg |  |  |
| Bnls/Sknls Breast                     |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| regular pac                           |                 | 1.68 - 1.99         | 240        | 1.70         |                 | 1.69 - 2.19                | 60       | 1.93           | 3.99  |             | 130      | 3.99    |  |  |
| value pac                             |                 | 1.99 - 2.99         | 130        | 2.90         |                 |                            |          |                |   |             |          |         |  |  |
| thin slice                            |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| marinate                              | d               |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| Breast Tenders                        |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| regular pac                           |                 |                     | 40         | 2.99         |                 |                            |          |                |   |             |          |         |  |  |
| value pac                             | K               |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| Split, bn-in Breast                   |                 | 4.04                | 400        | 4.04         |                 | 4.00                       | 200      | 4.00           |   |             |          |         |  |  |
| regular pac<br>value pac              |                 | 1.34<br>0.97 - 1.49 | 130<br>50  | 1.34<br>1.38 |                 | 1.69<br>1.69               | 20<br>10 | 1.69<br>1.69   |   |             |          |         |  |  |
| Whole Wings                           | <b>N</b>        | 1.59 - 1.99         | 150        | 1.61         |                 | 1.09                       | 10       | 1.09           |   |             |          |         |  |  |
| Leg Quarters                          |                 | 1.00 1.00           | 100        | 1.01         |                 |                            |          |                |   |             |          |         |  |  |
| tray pac                              | k               | 0.67                | 140        | 0.67         |                 |                            |          |                |   |             |          |         |  |  |
| bagge                                 |                 | 0.59 - 0.79         | 60         | 0.74         |                 | 0.49 - 0.69                | 10       | 0.59           |   |             |          |         |  |  |
| Legs                                  |                 |                     |            |              |                 | 0.99                       | 30       | 0.99           |   |             |          |         |  |  |
| Thighs                                |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| regular pac                           |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| value pac                             | k               | 0.88 - 1.29         | 90         | 1.11         |                 |                            |          |                |   |             |          |         |  |  |
| Drumsticks                            | .]              | 0.74                | 400        | 0.74         |                 | 0.40 0.00                  |          | 0.07           |   |             |          |         |  |  |
| regular pac<br>value pac              |                 | 0.74<br>0.88 - 1.29 | 130<br>100 | 0.74<br>1.10 |                 | 0.49 - 0.99<br>0.69 - 0.99 | 50<br>20 | 0.87<br>0.77   |   |             |          |         |  |  |
| Bnls/Sknls Thighs                     |                 | 0.00 - 1.29         | 100        | 1.10         |                 | 0.05 - 0.55                | 20       | 0.77           |   |             |          |         |  |  |
| regular pac                           | k               | 1.64 - 1.98         | 220        | 1.78         |                 |                            |          |                |   |             |          |         |  |  |
| value pac                             |                 | 1.99                | 10         | 1.99         |                 |                            |          |                |   |             |          |         |  |  |
| 9-pc Combos                           |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| drum-thigh-breas                      |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| drum-thigh-win                        | g               |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| B/S Breas                             |                 | 2.69                | 250        | 2.69         |                 | 2.39                       | 260      | 2.39           |   | 2.39        | 70       | 2.39    |  |  |
| Tender Wing                           |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| · · · · · · · · · · · · · · · · · · · |                 |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |
| Party Wing                            | S               |                     |            |              |                 |                            |          |                |   |             |          |         |  |  |



#### **USDA Weekly Retail Chicken Feature Activity - Prepared Chicken**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/29 thru 12/05.

(prices in dollars per unit or per pound unless otherwise noted)





# USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/29 thru 12/05.

Fri. Nov 29, 2013

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

|                     | NATIONAL SUMMARY              |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
|---------------------|-------------------------------|-------------|--------------|--------------|---|--------------|--------------|--|-------------------------------|--------------------|---------------------|-------------------------------|--------|----------------|---|------------|----------------|--------------------|---------|----------------------|-----------------|
|                     | SPECIALTY CHICKEN             |             |              |              |   |              |              |  | ORGA                          | NIC CHI            | CKEN                |                               | % of S | tores Featurin | res Featuring Specialty/Organic Chicken vs. Regular Product <sup>/5</sup> |            |                |                    |         |                      |                 |
|                     | THIS V                        |             | LAST V       |              | LAST Y  | EAR          | THIS W       |  |                               | WEEK               | LAST                | YEAR                          | 60%    | Γ              |   |            | 1              |                    |         | ■ Specialty          | □Organic        |
|                     | 13.0% of                      |             | 10.3% of     |              | 15.0% of  |              |              |  | 2.1% of 23,200                |                    | 0.3% of 22.500      |                               |        |                |   |            |                |                    |         |                      |                 |
| Feature Rate 1/     | 23,200                        |             | 23,200       |              | 22,500 0  |              | outle        |  |                               | lets               |                     | lets                          | 50%    |                |   |            |                |                    |         |                      | 45.0°%          |
| Activity Index 2/   | 5,8                           | 5,890 4,670 |              |              | 4,340   |              | 70           | )  | 290                           |                    | 7                   | 70                            |        |                |   |            |                |                    |         |                      | 42              |
|                     | Stores Wtd Avg Stores Wtd Avg |             | Stores W     | td Avg       | g Stores Wtd Avg                                  |              | Stores       | Wtd Avg  |                               | Stores Wtd Avg     |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Whole Fryer         | 880                           | 1.76        | 1,010        | 1.97         | 1,160   | 1.54         |              |  | 10                            | 2.99               |                     | 3.78                          |        |                |   |            |                |                    |         |                      |                 |
| Bnls/Sknls Breast   | 1,890                         | 4.06        | 1,060        | 5.05         | 1,080   | 5.56         | 10           | 7.99   | 250                           | 6.99               |                     |                               | 30%    |                |   |            |                |                    |         |                      |                 |
| Breast Tenders      | 230                           | 4.77        | 280          | 5.28         | 1,190   | 4.46         |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Split, bn-in Breast | 180                           | 2.34        | 130          | 3.75         | 20  | 2.89         |              |  |                               |                    |                     |                               | 20%    |                | , 0/0   |            | _0/0           |                    |         |                      |                 |
| Whole Wings         |                               |             | 220          | 3.44         | 50  | 2.99         |              |  |                               |                    |                     |                               |        | 2039/0         | 22,010  |            | 2,80%          | 10000              |         | olo                  |                 |
| Leg Quarters        | 10                            | 2.99        | 10           | 2.99         |   |              |              |  |                               |                    |                     |                               | 10%    | 20/0           |   | 3.80/0     |                |                    | 100     | 10:00                | 080/0           |
| Legs                |                               |             | 130          | 2.37         | 70  | 1.39         |              |  |                               |                    |                     |                               |        | J. 50/0        |   | 1,2,       | 0.39/0         |                    | V.W.    | 1,2/2                | 0,0             |
| Thighs              | 1,230                         | 1.74        | 730          | 2.47         | 370   | 1.50         |              |  |                               |                    |                     |                               | 0%     | Oct 25-31      | Nov   | 01-07      | Nov 08-14      |                    | 15-21   | Nov 22-28            | Nov 29-Dec-05   |
| Drumsticks          | 1,210                         | 1.70        | 760          | 2.43         | 390   | 1.53         | 60           | 2.29   | 10                            | 2.99               |                     |                               |        | 000 25 51      | 1101  | 01 07      | 1404 00 14     | 1101               | 13 21   | 1107 22 20           | 1107 25 200 05  |
| B/S Thighs          | 260                           | 2.43        |              | 2.99         | 10  | 3.69         |              |  | 20                            | 5.74               |                     |                               |        |                | <u> </u>  | alty items | ,              |                    | he sam  | e set of regular ite |                 |
| SPECIALTY           |                               |             |              |              |   | AST U.S.     | MIDWEST U.S. |  |                               | SOUTH CENTRAL U.S. |                     |                               |        | SOUTHWEST U.S. |   |            | NORTHWEST U.S. |                    |         |                      |                 |
| Feature Rate 17     |                               |             |              |              | 18.5% of  | 6,100        | sampled      | outlets  | 3.2% of 4,200 sampled outlets |                    |                     | 0.0% of 4,200 sampled outlets |        |                | ts 0.3  |            |                |                    | •       |                      |                 |
| Activity Index 2/   | Ac                            | tivity Ind  | lex = 4,29   | 90           | Activity Index = 1,270                            |              |              | Activity Index = 280                             |                               |                    | Activity Index = 40 |                               |        |                | Activity Index = 10   |            |                | Activity Index = 0 |         |                      |                 |
|                     | price i                       |             |              | wtd avg      | price ra  | Ū            |              | stores wtd avg                                   |                               |                    |                     | wtd avg                       | price  | range sto      | res wtd   | avg p      | rice range     | stores v           | vtd avg | price range          | stores wtd av   |
| Whole Fryer         |                               | - 2.99      | 750          | 1.75         |   | 1.49         | 70           | 1.49   |                               | - 5.98             | 60                  | 2.25                          |        |                |   |            |                |                    |         |                      |                 |
| Bnls/Sknls Breast   |                               | - 5.99      | 710          | 4.17         |   | 3.99         | 1,040        | 3.99   | 2.95                          | - 4.99             | 90                  | 3.84                          |        | 3.99           | 40 3.   | 99         | 4.99           | 10                 | 4.99    |                      |                 |
| Breast Tenders      | 3.99                          |             | 220          | 4.80         |   |              |              |  |                               | 3.99               | 10                  | 3.99                          |        |                |   |            |                |                    |         |                      |                 |
| Split, bn-in Breast | 1.99                          | - 2.69      | 160          | 2.38         |   |              |              |  |                               | 1.99               | 20                  | 1.99                          |        |                |   |            |                |                    |         |                      |                 |
| Whole Wings         |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Leg Quarters        |                               | 2.99        | 10           | 2.99         |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Legs                | 4.00                          | 0.00        | 4 440        | 4 75         |   | 4 40         | 70           | 4 40   | 4 40                          | 0.00               | 50                  | 4.00                          |        |                |   |            |                |                    |         |                      |                 |
| Thighs              |                               | - 2.99      | 1,110        | 1.75         |   | 1.49<br>1.49 | 70<br>70     | 1.49   |                               | - 2.00             | 50                  | 1.86                          |        |                |   |            |                |                    |         |                      |                 |
| Drumsticks          | 1.39                          |             | 1,090<br>240 | 1.71<br>2.38 |   | 2.99         | 70<br>20     | 1.49<br>2.99                                     | 1.49                          | - 2.00             | 50                  | 1.86                          |        |                |   |            |                |                    |         |                      |                 |
| B/S Thighs          | 1.99                          |             | sampled of   |              | 0.0% of   |              |              |  | 0.0%                          | of 4 200 o         | campled             | outlots                       | 0.0%   | f 1 100 camp   | alod outlo  | tc 0.2     | % of 2 000 cc  | mplod o            | utloto  | 0.0% of 1.200        | sampled outlets |
| ORGANIC             |                               |             | ndex = 60    |              | 0.0% of 6,100 sampled outlets  Activity Index = 0 |              |              | 0.0% of 4,200 sampled outlets Activity Index = 0 |                               |                    | Activity Index = 0  |                               |        | 15   0.2       | 0.2% of 2,900 sampled outlets Activity Index = 10                         |            |                | Activity Index = 0 |         |                      |                 |
| Whole Fryer         | ,                             |             |              |              | , ,   | ouvity i     |              |  |                               | , touvity .        |                     |                               |        | totivity mass  |   |            | rioning in     |                    |         | 7 10117119           |                 |
| Bnls/Sknls Breast   |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            | 7.99           | 10                 | 7.99    |                      |                 |
| Breast Tenders      |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Split, bn-in Breast |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Whole Wings         |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Legs                |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Thighs              |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| Drumsticks          |                               | 2.29        | 60           | 2.29         |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |
| B/S Thighs          |                               |             |              |              |   |              |              |  |                               |                    |                     |                               |        |                |   |            |                |                    |         |                      |                 |

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit http://www.ams.usda.gov/nop/.